

## ABSTRACT OF THE DISCLOSURE

A process for updating personalized products. The process comprises the steps of: downloading a personalized program code or data code from a storage device or a network server. Then, the code is transmitted to a programmable personalized product through a transmission medium. The code received is then programmed into the programmable personalized product, thus the function or information on the programmable personalized product is updated. The above-mentioned personalized program code or data code from the storage device or network server can be provided by the manufacturer or be designed by the user himself. Then through a commonly used transmission medium, such as a personal computer, a cellular phone of wireless communication, or other media, the code is transmitted to the programmable personalized product, e.g. a watch, a toy and so on. As a result, the content within the personalized product can be updated at any time through reprogramming. The invention not only enables the function or information of the personalized products to be updated at any time, it also avoids the cost of buying new products to replace the products that becomes quickly outdated. A device in operating the updating process is also provided.